



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Application of

Date : June 11, 2001

Jill E. Barad et al.

Our Docket : MAT 3C7B

Serial No. : 09/804,664

Filing Date : March 12, 2001

For: PERSONALIZED TOY AND METHOD FOR MANUFACTURING
AND DELIVERING THE SAME

Commissioner of Patents
BOX PATENT APPLICATION
Washington, D.C. 20231

Sir:

PRELIMINARY AMENDMENT

Prior to examination on the merits, applicants respectfully request that the above-identified patent application be amended as follows:

In the specification:

Please replace the paragraph beginning at line 4 at page 1 with the following rewritten paragraph:

--This application is a continuation of and claims priority to U.S. Patent Application Serial No. 09/183,323 filed October 30, 1998 and issued on March 27, 2001 as U.S. Patent No. 6,206,750, of Jill E. Barad, Jeanette Corcuera, Greg Vineyard, Darian Pasterski, Palos Verdes, Joe Scully, John Watson, Roy Kaneshiro, Brian Channell, Jean Chu, Nancie Martin, Simon Cheung Shu Keun, and Li Tak Chee for a PERSONALIZED TOY AND METHOD FOR MANUFACTURING AND DELIVERING THE SAME, the disclosure of which is hereby incorporated by reference.--

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In the claims:

Please add new claims 4-17 as follows:

4. (NEW) A packaged toy comprising:

a personalized toy; and

a package enclosing the personalized toy, wherein the package has a flap covering

the personalized toy and customer-defined identifying material

removably attached to the flap wherein at least a portion of the identifying

material is visible from the exterior of the package.
5. (NEW) The packaged toy of claim 4, wherein the identifying material includes

a customer-defined toy name.
6. (NEW) The packaged toy of claim 4, wherein the identifying material includes

a customer-defined intended recipient.
7. (NEW) The packaged toy of claim 4, wherein the flap includes an aperture

adapted to expose the personalized toy when the identifying material is removed.
8. (NEW) The packaged toy of claim 4, wherein the flap is adapted to be opened

to reveal the personalized toy.

9. (NEW) The packaged toy of claim 4, further comprising a toy-support card to display the personalized toy within the package.

10. (NEW) A package for displaying a personalized toy, the package comprising:
a flap having an inside and an outside, where the inside of the flap faces the
personalized toy;
an aperture in the flap; and
customer-defined identifying material supported on the inside of the flap.

11. (NEW) The package of claim 10, wherein the customer-defined identifying material has a front side and a back side, wherein the front side of the material is visible through the aperture on the outside of the flap and the back side is visible on the inside of the flap.

12. (NEW) The package of claim 10, wherein the customer-defined identifying material includes a customer-defined toy name.

13. (NEW) The package of claim 10, wherein the customer-defined identifying material includes a customer-defined intended recipient.

14. (NEW) The package of claim 10, wherein the identifying material includes a story related to the personalized toy.

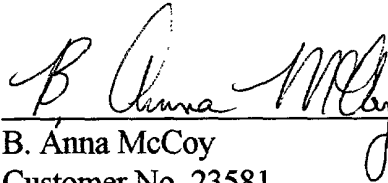
REMARKS

Attached hereto is a marked-up version of the changes made to the specification and claims by the current preliminary amendment. The attached page is captioned "Version with markings to show changes made."

Applicant requests that the foregoing amendments be entered prior to a substantive examination of the application. No new matter has been added.

Respectfully submitted,

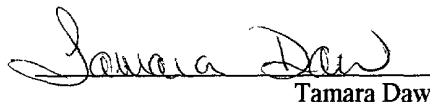
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I hereby certify that the attached correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner of Patents, Washington, D.C. 20231.


Tamara Daw



VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the specification:

The paragraph beginning at line 4 of page 1 has been amended as follows:

This application is a continuation of and claims priority to U.S. Patent Application Serial No. 09/183,323, filed October 30, 1998 and issued on March 27, 2001 as U.S. Patent No. 6,206,750, of Jill E. Barad, Jeanette Corcuera, Greg Vineyard, Darian Pasterski, Palos Verdes, Joe Scully, John Watson, Roy Kaneshiro, Brian Channell, Jean Chu, Nancie Martin, Simon Cheung Shu Keun, and Li Tak Chee for a PERSONALIZED TOY AND METHOD FOR MANUFACTURING AND DELIVERING THE SAME, the disclosure of which is hereby incorporated by reference.

In the claims:

Claims 4-17 are new.

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